



THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA

Board Report

External Affairs

- External Affairs Monthly Activities Report for May 2025

Summary

This report provides a summary of External Affairs' group activities for May 2025.

Purpose

Informational

Detailed Report

Highlights

On May 14, Metropolitan released the Pure Water Southern California Draft Environmental Impact Report, kicking off a 60-day public review period. External Affairs is leading the effort to inform and engage the public in this opportunity through public meetings, community events, social media, and tours of the Grace F. Napolitano Pure Water Southern California Innovation Center. A collection of materials in English and Spanish were created including postcards, flyers, display ads and a video encouraging involvement in the review process. Copies of the Draft EIR are available at Metropolitan and public libraries, and comments can be submitted through a portal on the website as well as by email and mail-in.



External Affairs and Water Resource Management hosted the third annual One Water Awards at Union Station Headquarters to celebrate commercial, industrial and institutional water-saving projects throughout the district's service area. Eastern Municipal Water District, Vallecitos Water District, the Housing Authority of the City of Los Angeles, and American Legion Hollywood were all honored. In attendance were Chair Ortega, Vice Chair Sutley, Director Quinn, GM Upadhyay, Ethics Officer Abel Salinas and Chief Sustainability, Resilience and Innovation Officer Liz Crosson. (May 21)



GM Deven Upadhyay, Board Chair Adan Ortega Jr., Vice Chair Nancy Sutley, Senior Resource Specialist Gary Tilkian with honoree Robert Gehan of the American Legion Hollywood Post 43.

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The Board was actively engaged in advocacy for Metropolitan's policies and funding priorities at the federal and state levels. Chair Ortega, Vice Chair Garza, Legislation and Communications Committee Chair Lewitt and Vice Chair Kassakhian, GM Upadhyay, and AGM Zinke met with Southern California's representatives in Washington DC on May 5-7. Chair Ortega, Committee Chair Lewitt, Vice Chair Fellow, committee members Dennstedt and Luna, Director McMillan, and AGM Zinke met with members of the Southern California state legislative delegation in Sacramento on May 27-28. Metropolitan is working with the State Water Contractors to support Governor Newsom's Delta Conveyance Project Streamlining trailer bill language proposal, assisting directors and member agencies as they seek support from representatives and district offices within their service areas.



*Vice Chair Garza, GM Upadhyay, Senator Alex Padilla,
Chair Ortega, Legislation & Communications Committee
Vice Chair Kassakhian and Chair Lewitt*

Legislative Services

Federal

Staff coordinated meetings with Southern California representatives and Senator Alex Padilla for the Metropolitan board delegation for their visit to the U.S. Capitol on May 5–7.

Staff tracked the budget reconciliation process, including funding for Reclamation's water supply and conveyance, EPA, FEMA, Cybersecurity and Infrastructure Security Agency, Department of Interior, and Army Corps of Engineers.

Staff also tracked nominations, hearings, and appointments for key positions, including the Department of Interior Solicitor and the Assistant Secretary of the Army, Civil Works.

State

Staff coordinated a Board Advocacy Day with Southern California representatives for the Metropolitan board delegation on May 28.

AB 580 (Wallis) to extend Metropolitan's alternate authority under the Surface Mining and Reclamation Act moved to the Senate Rules Committee.

Metropolitan staff worked to advance the following bills: AB 259 (Rubio) eliminating the sunset provision in the Brown Act for teleconferencing; AB 532 (Ransom) for local water agencies to establish low-income rate assistance programs; SB 31 (McNerney) increasing the use of recycled water in non-potable applications; SB 72 (Caballero) to improve future planning of California water supplies; SB 394 (Allen) increasing penalties for fire hydrant water theft; and SB 454 (McNerney) establishing a PFAS Mitigation Fund to address PFAS

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contamination in California's drinking water and wastewater systems. Metropolitan maintains an oppose position on SB 601 (Allen) increasing the State Water Board authority to regulate wastewater discharges; an oppose unless amended position on AB 794 (Gabriel) which would allow for an emergency regulatory process for the State Water Board's PFAS regulations on drinking water standards; an oppose position on AB 1146 (Papan) which would authorize the State Water Resources Control Board to issue an interim relief order to prohibit release of stored water if the release is done under false pretenses; and an oppose unless amended position on AB 1319 (Schultz) which would amend the California Endangered Species Act to authorize the California Fish and Game Commission to adopt an emergency regulation that adds a federally listed species that is native to California to the list of endangered or threatened species on an emergency basis under certain conditions. Staff is working with the bills' authors to address concerns.

Staff is coordinating with the State Water Contractors and member agencies to support Governor Newsom's proposed Delta Conveyance Project Streamlining trailer bill language.

Local

Legislation and Communications committee Chair Lewitt, Directors Bryant and Kurtz, and AGM Zinke met with state Senator Sasha Renée Pérez (D-Pasadena) at her district office to discuss the Governor's proposed legislation to streamline the Delta Conveyance Project, Metropolitan's infrastructure budget priorities, Pure Water Southern California, and other regional water issues. (May 16)

Provided briefings on Metropolitan's legislative priorities and local programs to district office staff for the following elected officials: Representative Darrell Issa (R-CA-48), Representative David Min (D-CA-47), Representative Maxine Waters (D-CA-43), Senator Eloise Gomez Reyes (D-Colton), Senator Kelly Seyarto (R-Murrieta), Assemblymember Laurie Davies (R-Laguna Niguel), Assemblymember Mark González (D-Los Angeles), and Assemblymember James Ramos (D-Highland).



Photo (left to right): Director Kurtz, Director Bryant, Senator Pérez, Director Lewitt, AGM Zinke, Senior Government & Regional Affairs Representative Mercado.

Presented, monitored, and/or participated in 53 webinars, meetings, and events with community groups, business organizations, and trade associations on Metropolitan activities and other related topics.

Media and Communications

Press Releases and Statements

- Draft Environmental Impact Report for Pure Water Southern California
- Gov. Newsom's proposal to eliminate hurdles in planning of Delta Conveyance Project
- One Water Awards celebrating four inspiring water-saving projects
- Launch of Community Enhancement Collaborative program to support community improvements in Palo Verde Valley

Coordinated media interviews with Metropolitan executive management:

- GM Upadhyay and Liz Smilor for California Water insert for a story on water affordability.
- Chief SRI Officer Crosson and Global Water Intelligence magazine regarding CAMP4Water and how climate change is impacting Metropolitan's ability to plan for the future.

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- Chief SRI Officer Crosson and LA Times reporter Ian James regarding CAMP4Water and the impact of climate change on Southern California water supplies.
- AGM Bednarski and Community Profiles magazine (advertising supplement in LA Times) regarding Pure Water Draft Environmental Impact Report.

Metropolitan's Goodbye, Grass water conservation campaign series continued into the summer months on billboards, transit shelters, and on radio and Dodger broadcasts, with plans to extend into the playoff season. A pilot campaign targeting commercial industrial and institutional customers on LinkedIn continues to generate impressive results to date, including 231,000 impressions and a high click-through rate, signaling engagement with the turf rebate information.

A26 한국판 월간스포츠 스포츠 Thursday, May 15, 2025

‘4번 타자’ 이정후, 안방서도 넘겼다

시즌 5호 홈런 ‘경기 최다’
타석에 당돌히 앞장

‘바둑의 승자’ 이정후는 ‘연속 타석의 자존심’처럼 홈런을 때려내는 시즌 5호 홈런으로 홈런왕 타이틀을 수확했다. 이정후는 시즌 5호 홈런을 때려내며 홈런왕 타이틀을 수확했다. 시즌 5호 홈런을 때려내며 홈런왕 타이틀을 수확했다.



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NBA 동부 1위 클리블랜드 포 2라운드 탈락

4위 인디애나 패서즈

클리블랜드는 NBA 동부 1위였지만 포스트시즌 1라운드에서 인디애나 패서즈에게 패배하며 2라운드 진출에 실패했다.

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‘블리그 폭격’ 피츠버그 배지환 ‘무인타’

피츠버그는 MLB 동부 1위였지만 포스트시즌 1라운드에서 인디애나 패서즈에게 패배하며 2라운드 진출에 실패했다.

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#LosAngeles #Comunidad

Fiscal de L.A. anuncia plan para reducir robos a negocios

Ricardo Roura

El fiscal de Los Angeles, Nathan Hochman, anunció medidas para atacar el robo a tiendas minoristas ese miércoles durante una conferencia de prensa en una tienda de conveniencia de Pico Union, que ha sido asaltada en 12 ocasiones durante las últimas semanas.

Hochman presentó una coalición antirrobos que las empresas locales pueden co-locar en sus venetas como una advertencia a los delincuentes. “Hemos estado que ganar miles de dólares en protección. Dinero que podría haberse destinado a inventar cosas para la comunidad”, dijo el franquizado de 7-Eleven, Jawad Ursani, durante la conferencia de prensa.

El Grupo de Trabajo contra Delitos Minoristas del Con-



La Proposición 36, aprobada el pasado noviembre, endurece el castigo para los ladrones que reinciden en el delito.

dados de Los Angeles se creó para atacar los constantes robos cometidos contra negocios y está integrado por diversas corporaciones, como el Departamento de Policía de Los Angeles y el Departamento del Sheriff del condado de Los Angeles. Los robos a tiendas minoristas se convirtieron en el problema para las autoridades del condado de Los Angeles, con asaltos cometidos

Jawad Ursani, propietario de un 7-Eleven: “Hemos tenido que gastar miles de dólares en protección. Dinero que podría haberse destinado a inventario e inversiones en la comunidad”



Jawad Ursani, propietario de un 7-Eleven, ha sido asaltado 12 veces en los últimos meses. /GLOS AP

por grupos de delincuentes que en ocasiones atacaban varios negocios con diferencia de pocas horas. Con la Proposición 36, que fue aprobada el año pasado, cuando un delincuente cumple un severo arresto por ciertos delitos de robo y drogas, es considerado ahora como un arresto por delito grave, lo que se sanciona con penas más severas.

“Si usted quiere seguir adelante y convertir un robo en el condado de Los Angeles, será responsable, será arrestado y será procesado con todo el peso de la ley”, advirtió Hochman. El fiscal del condado de Los Angeles informó que se han efectuado más de 1,000 arrestos en relación con la Proposición 36 desde que la medida entró en vigor en diciembre de 2024.

안녕히 가세요,
천하발

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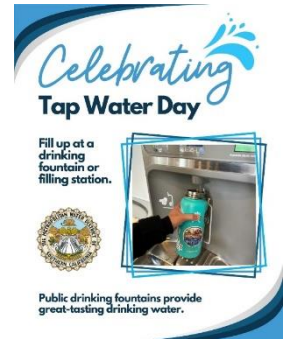
Los jardines nativos y CA Friendly® ahorran agua.

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Ad placement in La Opinion, part of a concerted effort to support ethnic community press and local journalism with Metropolitan messaging.

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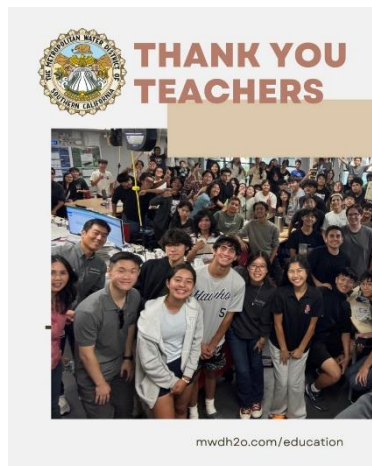
Celebrated Tap Water Day, Drinking Water Week and Water Awareness Month through a series of social media posts. We developed a template for member agencies to use to celebrate Tap Water Day. Several agencies and retailers joined us on social media, including the Los Angeles Department of Water & Power and Monte Vista Water District. In honor of Drinking Water Week, we followed the path of a Stanley Cup as it traveled in downtown Los Angeles to refill at public drinking fountains. And lastly, for Water Awareness Month, we featured current and past water quality laboratory staff, showcasing the dedication and science behind protecting Southern California's drinking water, in a series of five short videos.



Metropolitan's social media influencer campaign was a focus in May with the filming and production of pieces featuring visual artist Tim Biskup and artist and musician Jeff Parker as well as Evan Lovett of LA in a Minute.

For Teacher Appreciation Day, recognized teachers who we have worked with in the past through several of our education programs. We also spotlighted the UCLA Nursing Program during National Nurses Week as nurses in the program visited Pure Water Southern California.

A social media video highlighting water sounds at the Weymouth Water Treatment Plant, made in an ASMR (Autonomous Sensory Meridian Response) style, received our strongest engagement in May.



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Community Outreach

Pure Water Southern California

Held first virtual public meeting for the Draft EIR (May 28)

Meetings, presentations, community events:

- Metropolitan DEI Workforce Development Summit resource booth (May 1)
- Water Replenishment District's 15th Annual Groundwater Festival resource booth (May 3)
- Upper San Gabriel Valley Municipal Water District WaterFest 2025 resource booth (May 3)
- City of Duarte (May 5)
- Central Basin Water Association (May 6)
- Los Angeles County Department of Public Works (May 14)
- Active SGV Social (May 15)
- Heritage of Aloha Festival resource booth (May 17)
- East Yard Communities for Environmental Justice – Water Committee (May 20)
- City of Lakewood (May 22)
- Los Angeles Regional Water Quality Board (May 22)
- South Bay Cities Council of Governments (May 22)
- Gateway Chamber Alliance (May 27)
- Torrance Water Commission (May 28)

Tours

- UCLA Nursing Students (May 8, 16)
- Torrance Chamber (May 8)
- Burbank Water & Power (May 30)

Community Partnering Program

Seven CPP water conservation and education projects and/or events were supported this month:

- Upper San Gabriel Valley Municipal Water District WaterFest 2025 (May 3)
- Western Municipal Water District Water is Life, Education through the Arts (May 6)
- Whittier Historical Society Founders Day (May 10)
- Vallecitos Water District Water Wise Demonstration Garden Project (May 15)
- Los Angeles Neighborhood Initiative Community Forum 2025 (May 15)
- Elsinore Valley Municipal Water District Splash into Summer (May 22)
- San Diego River Park River Days (May 24)



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Inspection Trips And Other Activities

- DVL Inspection Trip with Directors Bryant and Kurtz (May 2)
- Employee Inspection Trip to CRA (May 6-7; May 14-15)
- Infrastructure Inspection Trip with Directors Garza and McMillan (May 9)
- Hoover/CRA Inspection Trip with Directors Gold and Kassakhian (May 30-31)

Participated in the City of Rolling Hills Estates Wildfire Preparedness Event to share information on the Palos Verdes Reservoir (May 29)

Provided construction-related support to residents impacted by the Rialto Pipeline/Glendora Tunnel/La Verne Pipeline shutdown (May 1) and community in Culver City for repairs to WB-34 (May 14)



Employee CRA Inspection Trip

Education

Introduced the Tap Water Day Teacher Toolkit, a new educational resource developed with WeTap.org, designed to help teachers celebrate and promote the benefits of clean, accessible tap water with their students. The online toolkit received more than 2,000 downloads.

Supported youth engagement and water career awareness at the following events and programs:

- Metropolitan DEI Workforce Development Summit – Provided information for colleges and the next generation of water industry professionals while promoting diversity in water careers. (May 1)
- Schools' Agriculture and Nutrition Center at the LA County Fair – Educated thousands of students about the connection between water, agriculture, wellness, and conservation. (May 8)
- Elsinore Valley Municipal Water District Splash into Summer – Promoted water conservation through public outreach efforts. (May 22)
- City of Compton STEAMFest – Connected students with career information and water education activities in a festival-style setting. (May 29)
- Tools 4 Schools – In collaboration with DEI, provided educators and businesses with information on water awareness programs and internship opportunities. (May 31)



Students learning at DVL

Concluded the last DVL and Water Journeys field trips of the school year, using digital tools and water quality science experiments.